CONTRACT



And:

American Media & Advocacy Group 815 Slaters Lane Alexandria, VA 22314

	Contract / Rev	<u>vision</u>		Alt Order #	
	565165	1		09780467	
Product					
COORS - CO7					
Contract Dates	Estimate #				
09/25/12 - 10/01/12	2732				
<u>Advertiser</u>			<u>Ori</u>	ginal Date	Revision
Coors/R/Congress			0	9/20/12	/ 09/20/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broadcast			Cash
	<u>Station</u>	Account Exe		xecutive	Sales Office
	KDVR	Alexandra Bradley Was		Washington DC	
	Special Handl	ing			
	<u>Demographic</u>				
	Adults 35+				
					Total Ratings
					86.20
	IDB#	Advert	iser	Code	Product Code
		228			410
	Agency Ref			Advertiser	Ref
				1	

		Spots/	ı	Totals
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
1 31 09/25/12 09/25/12 M-F 5-530a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 -T 1	5a-530a <u>Rate</u> <u>Rating</u> \$250.00 0.70	:30	NM 1	\$250.00
2 31 09/26/12 09/26/12 M-F 5-530a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12W 1	5a-530a <u>Rate</u> <u>Rating</u> \$250.00 0.70	:30	NM 1	\$250.00
3 31 09/27/12 09/27/12 M-F 5-530a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12T 1	5a-530a <u>Rate</u> <u>Rating</u> \$250.00 0.70	:30	NM 1	\$250.00
4 31 09/28/12 09/28/12 M-F 5-530a Good Day Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 F 1	5a-530a <u>Rate</u> <u>Rating</u> \$250.00 0.70	:30	NM 1	\$250.00
5 31 10/01/12 10/01/12 M-F 5-530a Good Day Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 M 1	5a-530a <u>Rate</u> <u>Rating</u> \$150.00 0.70	:30	NM 1	\$150.00
6 31 09/25/12 09/25/12 M-F 530-6a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 -T 1	530-6a <u>Rate</u> <u>Rating</u> \$450.00 1.10	:30	NM 1	\$450.00
7 31 09/26/12 09/26/12 M-F 530-6a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12w 1	530-6a <u>Rate</u> <u>Rating</u> \$450.00 1.10	:30	NM 1	\$450.00
8 31 09/27/12 09/27/12 M-F 530-6a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12T 1	530-6a <u>Rate</u> <u>Rating</u> \$450.00 1.10	:30	NM 1	\$450.00
9 31 09/28/12 09/28/12 M-F 530-6a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12F 1	530-6a <u>Rate</u> <u>Rating</u> \$450.00 1.10	:30	NM 1	\$450.00
10 31 10/01/12 10/01/12 M-F 530-6a Good Day <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 M 1	530-6a <u>Rate</u> <u>Rating</u> \$300.00 1.10	:30	NM 1	\$300.00
11 31 09/25/12 09/25/12 Good Day Colorado Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 -T 2	6a-7a <u>Rate</u> <u>Rating</u> \$450.00 1.20	:30	NM 2	2 \$900.00

Contract Agreement Between: Print Date 09/20/12 Page 2 of 5

Coors/R/Congress



	Contract / Revision 565165 /	<u>Alt Order #</u> 09780467
Contract Dates 09/25/12 - 10/01/12	Product COORS - CO7	Estimate # 2732
Advertiser	Or	riginal Date / Revision

09/20/12 / 09/20/12

		Spots/	-	Γotals
*Line Ch Start Date End Date Description	Start/End Time Days		Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate Rating			
12 31 09/26/12 09/26/12 Good Day Colorado Start Date End Date Weekdays Spots/Week	6a-7a <u>Rate</u> <u>Rating</u>	:30	NM 2	\$900.00
Week: 09/24/12 09/30/12W 2	\$450.00 1.20			
13 31 09/27/12 09/27/12 Good Day Colorado	6a-7a	:30	NM 2	\$900.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 T 2	<u>Rate</u> <u>Rating</u> \$450.00 1.20			
14 31 09/28/12 09/28/12 Good Day Colorado	6a-7a	:30	NM 2	\$900.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12F2	<u>Rate</u> <u>Rating</u> \$450.00 1.20			
15 31 10/01/12 10/01/12 Good Day Colorado	6a-7a	:30	NM 2	\$650.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00		Ψ000.00
Week: 10/01/12 10/07/12 M 2	\$325.00 1.20			
16 31 09/25/12 09/25/12 Good Day Colorado Start Date End Date Weekdays Spots/Week	7a-8a <u>Rate</u> <u>Rating</u>	:30	NM 1	\$400.00
Week: 09/24/12 09/30/12 -T 1	\$400.00 0.80			
E 17 31 09/26/12 09/26/12 Good Day Colorado	7a-8a	:30	NM 1	\$400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12w1	<u>Rate</u> <u>Rating</u> \$400.00 0.80			
E 18 31 09/27/12 09/27/12 Good Day Colorado	7a-8a	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating			
Week: 09/24/12 09/30/12T 1	\$400.00 0.80	.20	NIM 1	£400.00
E 19 31 09/28/12 09/28/12 Good Day Colorado Start Date End Date Weekdays Spots/Week	7a-8a <u>Rate</u> <u>Rating</u>	:30	NM 1	\$400.00
Week: 09/24/12 09/30/12F 1	\$400.00 0.80			
E 20 31 10/01/12 10/01/12 Good Day Colorado <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	7a-8a	:30	NM 1	\$300.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 M 1	Rate Rating \$300.00 0.80			
21 31 09/25/12 09/25/12 Good Day Colorado	8a-9a	:30	NM 1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 -T 1	<u>Rate</u> <u>Rating</u> \$200.00 0.60			
D 22 31 09/26/12 09/26/12 Good Day Colorado	8a-9a	:30	NM 0	\$0.00
23 31 09/27/12 09/27/12 Good Day Colorado	8a-9a	:30	NM 1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12T 1	Rate Rating			
Week: 09/24/12 09/30/12T 1 D 24 31 09/28/12 09/28/12 Good Day Colorado	\$200.00 0.60 8a-9a	:30	NM 0	\$0.00
D 25 31 10/01/12 10/01/12 Good Day Colorado	8a-9a	:30	NM 0	\$0.00
D 26 31 09/25/12 09/25/12 Regis & Kelly	90130a-10a	:30	NM 0	\$0.00
27 31 09/26/12 09/26/12 Regis & Kelly	90130a-10a	:30	NM 1	·
Start Date End Date Weekdays Spots/Week	Rate Rating			·
Week: 09/24/12 09/30/12W 1	\$100.00 0.40	.20	NIM	#0.00
D 28 31 09/27/12 09/27/12 Regis & Kelly 29 31 09/28/12 09/28/12 Regis & Kelly	90130a-10a 90130a-10a	:30	NM 0 NM 1	\$0.00 \$100.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.5∪	INIVI	φ100.00
Week: 09/24/12 09/30/12F 1	\$100.00 0.40			
D 30 31 10/01/12 10/01/12 Regis & Kelly	90130a-10a	:30	NM 0	\$0.00
31 31 09/30/12 09/30/12 FOX News Sunday Start Date End Date Weekdays Spots/Week	9a-10a <u>Rate</u> <u>Rating</u>	:30	NM 2	\$300.00
Week: 09/24/12 09/30/12S 2	\$150.00 0.50			

Contract Agreement Between: Print Date 09/20/12 Page 3 of 5

Advertiser

Coors/R/Congress



49 31

50 31

51 31

Week: 09/24/12

Week: 09/24/12

09/29/12

09/29/12

09/25/12

Start Date

Start Date

09/29/12

09/29/12

09/25/12

End Date

09/30/12

End Date

09/30/12

MLB on Fox Daytime

College Football Lat

M-F LN 9p-930p News

<u>Weekdays</u>

<u>Weekdays</u>

----S-

Spots/Week

2

Spots/Week

	 Alt Order # 09780467
Contract Dates 09/25/12 - 10/01/12	Estimate # 2732

Original Date / Revision 09/20/12 / 09/20/12

		COOIS/R/COII	Ai caa	1 30,20, 12	, , ,	
thing Ch Chart Data End Data Description	Ctort/Engl 7	imo Davis	Spots/	Data Din Tim-O	Tot	
*Line Ch Start Date End Date Description		ime Days	Length Week	Rate Rtn TypeSp		Amount
32 31 09/30/12 09/30/12 NFL on FOX 11am	11a-CC	Detina	:30	NM	1	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 S 1	\$6,000.00	Rating 5.20				
E 33 31 09/25/12 09/25/12 Ricki Lake	4p-5p		:30	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 -T 1	Rate \$200.00	Rating 0.90				
	•	0.90	-00	NIN 4		# 000 00
E 34 31 09/26/12 09/26/12 Ricki Lake Start Date End Date Weekdays Spots/Week	4p-5p Rate	Rating	:30	NM	1	\$200.00
Week: 09/24/12 09/30/12W 1	\$200.00	0.90				
E 35 31 09/27/12 09/27/12 Ricki Lake	4p-5p		:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 09/24/12 09/30/12T 1	\$200.00	0.90				
E 36 31 09/28/12 09/28/12 Ricki Lake	4p-5p	Dating	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12F 1	\$200.00	Rating 0.90				
E 37 31 10/01/12 10/01/12 Ricki Lake	4p-5p		:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	 Rate	Rating				,
Week: 10/01/12 10/07/12 M 1	\$250.00	0.90				
38 31 09/25/12 09/25/12 M-F 530p-6p Fox 31 N	530p-6p	5	:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 -T 1	<u>Rate</u> \$400.00	Rating 1.00				
39 31 09/26/12 09/26/12 M-F 530p-6p Fox 31 N	530p-6p	1.00	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate	Rating	.00	14141	•	Ψ-100.00
Week: 09/24/12 09/30/12w 1	\$400.00	1.00				
40 31 09/27/12 09/27/12 M-F 530p-6p Fox 31 N	530p-6p		:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12T 1	<u>Rate</u> \$400.00	Rating 1.00				
	,	1.00	:30	NM	1	\$400.00
41 31 09/28/12 09/28/12 M-F 530p-6p Fox 31 N Start Date End Date Weekdays Spots/Week	530p-6p <u>Rate</u>	Rating	.30	INIVI	ı	\$400.00
Week: 09/24/12 09/30/12F 1	\$400.00	1.00				
42 31 10/01/12 10/01/12 M-F 530p-6p Fox 31 N	530p-6p		:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12 10/07/12 M 1 D 43 31 09/29/12 09/29/12 Sa 530-6p	\$450.00 530p-6p	1.00	:30	NM	0	\$0.00
D 44 31 09/30/12 09/30/12 Sunday 5p-530p	5p-530p		:30	NM	0	\$0.00
45 31 09/30/12 09/30/12 Su 530-6p			:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	530p-6p Rate	Rating	.30	INIVI	ı	φ∠00.00
Week: 09/24/12 09/30/12S 1	\$200.00	1.10				
D 46 31 09/26/12 09/26/12 The Simpsons	630p-7p		:30	NM	0	\$0.00
D 47 31 10/01/12 10/01/12 The Simpsons	630p-7p		:30	NM	0	\$0.00
48 31 10/01/12 10/01/12 Bones Mon 7-8p	7p-8p		:30	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 M 1		Rating				
Week: 10/01/12 10/07/12 M 1	\$2,500.00	4.50				

(* Line Transactions: N = New, E = Edited, D = Deleted)

:30

:30

:30

NM

NM

NM

2

1

\$550.00

\$1,200.00

\$1,500.00

Daytime

5р-сс

9p-930p

Rate

Rate

\$275.00

\$1,200.00

Rating

Rating

2.80

0.80

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Contract Agreement Between: Print Date 09/20/12 Page 4 of 5

Coors/R/Congress



	Contract / Revision 565165 /	Alt Order # 09780467
Contract Dates 09/25/12 - 10/01/12	Product COORS - CO7	Estimate # 2732
Advertiser	Or	riginal Date / Revision

09/20/12 / 09/20/12

		Spots/		Tot	als
*Line Ch Start Date End Date Description		Length Week Ra	ite Rtn TypeSpo	ts	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 -T 1	Rate Rating \$1,500.00 3.00				_
D 52 31 09/26/12 09/26/12 M-F LN 9p-930p News	9p-930p	:30	NM	0	\$0.00
53 31 09/27/12 09/27/12 M-F LN 9p-930p News	9p-930p	:30	NM	1	\$1,500.00
Start Date Week: 09/24/12End Date 09/30/12Weekdays TSpots/Week 1	Rate Rating \$1,500.00 3.00				
54 31 09/28/12 09/28/12 M-F LN 9p-930p News		:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12F 1	Rate Rating \$1,500.00 3.00				
55 31 10/01/12 10/01/12 M-F LN 9p-930p News		:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate Rating				, ,
Week: 10/01/12 10/07/12 M 1					
56 31 09/25/12 09/25/12 M-F LN 930p-10p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	930p-10p Rate Rating	:30	NM	1	\$850.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 -T 1	\$850.00 2.50				
57 31 09/26/12 09/26/12 M-F LN 930p-10p	930p-10p	:30	NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12w 1	Rate Rating \$850.00 2.50				
		.20	NIN4		#050.00
58 31 09/27/12 09/27/12 M-F LN 930p-10p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	930p-10p Rate Rating	:30	NM	1	\$850.00
Week: 09/24/12 09/30/12T 1	Rate Rating \$850.00 2.50				
59 31 09/28/12 09/28/12 M-F LN 930p-10p	930p-10p	:30	NM	1	\$850.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 F 1	<u>Rate</u> <u>Rating</u> \$850.00 2.50				
60 31 10/01/12 10/01/12 M-F LN 930p-10p		:30	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.50	INIVI	'	φ1,100.00
	Rate Rating \$1,100.00 2.50				
61 31 09/29/12 09/29/12 Sa LN 9p-930p		:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 S- 1	<u>Rate</u> <u>Rating</u> \$500.00 2.30				
62 31 09/29/12 09/29/12 Sa LN 930p-10p	<u> </u>	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate Rating	.00	14141	•	φ-100.00
63 31 09/30/12 09/30/12 Su LN 9p-930p		:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 S 1	Rate Rating \$1,000.00 2.60				
64 31 09/30/12 09/30/12 Su LN 930p-10p		:30	NM	1	\$800.00
Start Date	<u>Rate</u> <u>Rating</u> \$800.00 1.60				,
D 65 31 09/25/12 09/25/12 TMZ	1035p-1105p	:30	NM	0	\$0.00
D 66 31 09/26/12 09/26/12 TMZ	1035p-1105p	:30	NM	0	\$0.00
D 67 31 09/27/12 09/27/12 TMZ	1035p-1105p	:30	NM	0	\$0.00
68 31 09/28/12 09/28/12 TMZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	1035p-1105p <u>Rate</u> <u>Rating</u>	:30	NM	1	\$450.00
Week: 09/24/12 09/30/12F 1	\$450.00 0.70				
D 69 31 10/01/12 10/01/12 TMZ	1035p-1105p	:30	NM	0	\$0.00
		Totals	86.20	61	\$37,500.00

Contract Agreement Between: Print Date 09/20/12 Page 5 of 5



	Contract / Revision 565165 /	Alt Order # 09780467		
Contract Dates 09/25/12 - 10/01/12	Product COORS - CO7	Estimate # 2732		
Advertiser	Original Date / Revision			

			Coors/R/Congress				09/20/12 / 09/20/12			
*Line Ch Start Date	e End Date De	escription	Start/End Time	Days	Spots/ Length Week	Rate	Rtn TypeSpots	Γotals Amount		
Time Period	# of Spots	Gross Amount	Net Amount							
08/27/12 -09/30/12	51	\$30,300.00	\$25,755.00							
10/01/12 -10/01/12	10	\$7,200.00	\$6,120.00							
Totals	61	\$37,500.00	\$31,875.00							
Signature:			Date) :						